



**IOWA DEPARTMENT OF ADMINISTRATIVE SERVICES
ONLINE CUSTOMER SATISFACTION SURVEY
FOURTH QUARTER
SEPTEMBER 20, 2006**

Essman/Research, an independent marketing research firm in Des Moines, Iowa, was retained by the Iowa Department of Administrative Services (DAS) in January 2006 to develop and implement four quarterly surveys. The purpose of the quarterly survey is to gather immediate feedback from customers regarding their recent experiences with DAS and the services purchased and/or received through each of the four DAS enterprises.

- General Services Enterprise (GSE)
- Information Technology Enterprise (ITE)
- Human Resources Enterprise (HRE)
- State Accounting Enterprise (SAE)
- DAS Finance (this segment was added to the third quarter survey)

Fourth Quarter Results: A total of 196 online surveys were returned.

- 184 customers responded to the survey
- 12 Customer Council members responded to the survey

■ **Satisfaction with Products and Services**

(10-point scale where ONE means VERY DISSATISFIED and TEN means EXTREMELY SATISFIED)

Among the four DAS enterprises (GSE, ITE, HRE and SAE), **overall**, the customers surveyed rated their satisfaction with the products and/or services received from the State Accounting Enterprise (SAE) slightly higher (7.86 on the 10-point scale) than the other enterprises.

- SAE 7.86
- HRE 7.56
- ITE 7.45
- GSE 7.05

■ **Satisfaction with Customer Service**

(10-point scale where ONE means VERY DISSATISFIED and TEN means EXTREMELY SATISFIED)

Among the four DAS enterprises (GSE, ITE, HRE and SAE), **overall**, the customers rated their satisfaction with the customer service provided by the State Accounting Enterprise (SAE) slightly higher (7.97 on the 10-point scale) than the other enterprises.

- SAE 7.97
- HRE 7.75
- ITE 7.5
- GSE 7.1



■ **Overall Satisfaction with Products and Services and Customer Service**

(10-point scale where ONE means VERY DISSATISFIED and TEN means EXTREMELY SATISFIED)

DAS Enterprise	Satisfaction/Products and Service	Customer Service	Overall Average Enterprise Rating
SAE	7.86	7.97	7.91
HRE	7.56	7.75	7.65
ITE	7.45	7.5	7.47
GSE	7.05	7.1	7.07
Overall Rating	7.48	7.58	7.52

■ **Satisfaction with DAS Customer Service Center**

(10-point scale where ONE means VERY DISSATISFIED and TEN means EXTREMELY SATISFIED)

Overall, 29% (48 of 164) of the customers who responded to the question called the DAS Customer Service Center for assistance in April, May or June 2006. The customers were somewhat satisfied (6.5 on the 10-point scale) with the quality of the service provided by the customer service staff.